

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST 1980

HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	EVENING 7:00-11:00 PM										All 7:00-11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	Regular	Special(3)	Total(3)
	14.0 6	15.3 6	15.5 23	IFR	IFR	14.5 6	14.4 21	14.6 25	12.8 25	14.9 29	14.1 54	3.8 35	12.0 89
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- ren's(1)	Sports		Total(3)
	Once-a-Week	Multi-weekly									Regular	Special(3)	
7.2 4	10.1 3	5.8 11	7.6 13	5.5 6	8.2 4	6.0 14	7.8 11	7.0 25	4.2 34	7.2 5	5.8 9	6.5 14	

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30-9:30 PM AND 8:30-10:00 PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00 AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 24, 1980

NIELSEN AVERAGE AUDIENCE

AUDIENCES				AUDIENCES			
RANK	PROGRAM	% U.S.	NO. (000)	RANK	PROGRAM	% U.S.	NO. (000)
1	CIRCUS OF THE STARS(S)	22.2	16,940	10	THREE'S COMPANY#	19.2	14,650
2	THOSE AMAZING ANIMALS(S)	20.9	15,950	11	VEGA\$#	18.9	14,420
3	DALLAS#	20.8	15,870	12	CHARLIE'S ANGELS#	18.5	14,120
4	M*A*S*H#	20.6	15,720	13	CHIPS#	18.1	13,810
5	60 MINUTES	20.5	15,640	14	HOUSE CALLS#	18.0	13,730
6	ALICE#	20.1	15,340	15	ABC MONDAY NIGHT MOVIE#	17.9	13,660
7	DUKES OF HAZZARD	19.4	14,800	15	LOU GRANT#	17.9	13,660
8	ABC SUNDAY NIGHT MOVIE	19.3	14,730	17	LOVE BOAT	17.0	12,970
8	JEFFERSONS	19.3	14,730				

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)											HOUSEHOLD AUDIENCES																	
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
•EVENING					32	185		97		A	11.2	22	855	CAMPAIGN '80-MON-6.30PM(S)					194	99		A	9.1	19	694			
ABC FRIDAY NIGHT MOVIE										B	14.3	25	1091	1 MON. 6.30P 330 CBS P								A	7.9	17	603			
2 FRI. 9.00P 120 ABC FF										A	17.9	31	1366	CAMPAIGN '80-TUE-7.30PM(S)					191	99		A	8.9	20	679			
ABC MONDAY NIGHT MOVIE					14	180		95		B	17.2	28	1312	1 TUE. 7.30P 244 CBS P					192	99		A	9.3	20	710			
2 MON. 9.00P 120 ABC FF						196		99		A	8.2	15	626	CAMPAIGN '80-WED-8.00PM(S)								A	11.6	27	885			
ABC NEWS CLOSEUP(S)										B	17.0	23	885	1 WED. 8.00P 300 CBS P					192	99		B	14.3	28	1091			
2 THU. 10.00P 60 ABC DN						183		189		A	11.6	23	885	CAMPAIGN '80-THU-8.00PM(S)								A	7.7	19	588			
ABC NEWSBRIEF-M-F					231	183		189		B	17.0	28	1297	1 THU. 8.00P 276 CBS P					219	187		194	95	99	B	8.8	19	671
1 MON. 9.32P 1 ABC N														CBS EVENING NEWS-CRONKITE								A	8.2	15	626			
1 TUE. 10.20P 1														1 TU-F 6.30P 30 CBS N														
1 WED. 9.12P 1														2 M-F 6.30P 30														
1 THU. 8.58P 1														CBS EVENING NEWS-DEAN					30	168		165	90	89	B	9.8	22	748
1 FRI. 8.57P 2														SUN. 6.30P 30 CBS N								183	98		A	12.2	24	931
2 M & F 8.58P 1														CBS REPORTS(S)											B	11.5	24	877
2 TU-TH 9.58P 1														2 WED. 10.00P 60 CBS DN														
ABC NEWSBRIEF-SAT.					46	191		181		A	16.2	31	1236	CBS SAT. NEWS-SCHIEFFER					43	141		136	82	83	A	7.6	20	580
SAT. 9.58P 1 ABC N										B	18.7	33	1427	SAT. 6.30P 30 CBS N								B	9.8	22	748			
ABC NEWSBRIEF-SUN.					47	195		194		A	15.1	28	1152	CBS SATURDAY NIGHT MOVIE					9	180		175	92	93	A	12.2	24	931
SUN. 8.58P 1 ABC N										B	15.9	25	1213	1 SAT. 9.00P 114 CBS FF								B	11.5	24	877			
ABC SUNDAY NIGHT MOVIE					40	198		194		A	19.3	35	1473	2 SAT. 9.00P 120														
1 SUN. 9.00P 115 ABC FF										B	18.6	31	1419															
2 SUN. 9.00P 133																												

ABC SUN AFTERNOON BSBL(B)							88	37	A	4.2	11	320										
2 SUN. 6.12P 30 ABC SE									A	9.3	22	710										
ABC WORLD NEWS TONIGHT	220						182	199	A	12.3	24	938										
1 MON. 6.52P 33 ABC N									B	5.8	15	443										
1 TU-F 6.30P 30									B	8.7	18	664										
2 M-F 6.30P 30									A	20.1	36	1534										
ABC WRLD NEWS TONIGHT-SUN	38						158	113	B	23.0	36	1755										
SUN. 6.30P 30 ABC N									A	8.6	16	656										
ALICE	41						191	99	A	16.3	32	1244										
2 SUN. 9.00P 30 CBS CS									B	20.5	34	1564										
ALL AMERICAN PIE(S)							193	97	A	14.5	27	1106										
1 SUN. 8.00P 60 ABC CV									B	19.0	31	1450										
ARCHIE BUNKER'S PLACE	39						191	98	A	11.8	27	900										
1 SUN. 8.00P 30 CBS CS									B	11.5	27	877										
BARNEY MILLER	39						192	97	A	11.7	21	893										
2 THU. 9.00P 30 ABC CS									B	17.9	29	1366										
BENSON	4						183	196	A	8.0	17	610										
FRI. 8.00P 30 ABC CS									B	8.4	19	641										
BIG EVENT	40						200	206	A	9.2	18	702										
1 SUN. 9.00P 120 NBC FV																						
2 SUN. 8.00P 180																						
BUCK ROGERS-25TH CENTURY	3						194	166	A													
1 SAT. 8.00P 120 NBC SF																						
2 SAT. 8.00P 60																						
BUGSY MALONE(S)							178	94	A													
2 WED. 8.00P 114 CBS GD																						

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK # DAY START TIME DUR NET										WK # DAY START TIME DUR NET									
TYPE										TYPE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
KEY										KEY									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
PROGRAM NAME										PROGRAM NAME									
EVENING CONT'D										INCREDIBLE HULK									
DEMOC. CONV. WED 9.14PM(S)										FRI. 8.00P 60 CBS SF	41	185	187	97	98	A	12.2	28	931
1 WED. 9.14P 102 ABC P										JEFFERSONS	40	192	190	99	98	B	16.0	30	1221
DEMOC. CONV. THUR 9.00(S)										1 SUN. 9.00P 60 CBS CS						A	19.3	34	1473
1 THU. 9.00P 171 ABC P										2 SUN. 9.30P 30						B	22.4	35	1709
DIFFERENT STROKES	36									JOSHUA'S WORLD(S)			183		94	A	10.8	21	824
2 WED. 9.00P 30 NBC CS										2 THU. 8.00P 60 CBS GD	21	303	203		98	A	13.0	25	992
DISNEY'S WONDERFUL WORLD	42									LAVERNE & SHIRLEY						B	17.6	31	1343
SUN. 7.00P 60 NBC FV										2 TUE. 8.30P 30 ABC CS						A	10.8	19	824
DUKES OF HAZZARD(B)										LITTLE HOUSE-PRAIRIE	42		203		95	B	19.9	31	1518
2 FRI. 10.00P 60 CBS CS										2 MON. 8.00P 120 NBC GD	39		188		97	A	17.9	31	1366
DUKES OF HAZZARD	45									LOU GRANT						B	18.5	31	1412
FRI. 9.00P 60 CBS CS										LOVE BOAT	44	196	188	96	97	A	17.0	34	1297
ED CLARK FOR PRESIDENT(S)										SAT. 9.00P 60 ABC CS						B	19.5	35	1488
1 SAT. 10.54P 6 CBS P										MAN'S GREATEST SPORTS(S)						A	8.0	15	610
ED CLARK FOR PRESIDENT(S)										2 THU. 9.30P 90 NBC CS									
2 WED. 9.54P 6 CBS P										MARK TWAIN'S AMERICA(S)						A	10.2	18	778
EIGHT IS ENOUGH	36									2 MON. 10.00P 60 NBC GD	42		178		98	A	20.6	36	1572
2 WED. 8.00P 60 ABC CS										M*A*S*H									
FACTS OF LIFE	4																		

FRI. 8.30P 30 NBC CS										B	9.5	21	725
FANTASY ISLAND	36									A	16.1	32	1228
SAT. 10.00P 60 ABC A										B	19.0	36	1450
FANTASY ISLAND SUNDAY SP(S)										A	8.9	20	679
2 SUN. 7.00P 60 ABC A													
FLO	4									A	14.0	28	1068
2 MON. 8.00P 30 CBS CS										B	13.9	29	1061
FRIDAY NIGHT FIGHTS(S)										A	10.9	21	832
2 FRI. 10.00P 60 NBC SE													
FROM HERE TO ETERNITY(S)										A	6.8	14	519
1 SAT. 10.00P 60 NBC FF													
GALACTICA 1980	12									A	6.9	15	526
1 SUN. 7.00P 60 ABC SF										B	10.5	20	801
GAMES PEOPLE PLAY	1									A	13.6	26	1038
2 THU. 8.00P 90 NBC GV										B	13.6	26	1038
GOODTIME GIRLS	4									A	10.0	22	763
FRI. 8.30P 30 ABC CS										B	9.8	22	748
HAPPY DAYS	42									A	12.3	27	938
2 TUE. 8.00P 30 ABC CS										B	19.9	34	1518
HART TO HART	30									A	16.3	30	1244
2 TUE. 10.00P 60 ABC PD										B	19.1	32	1457
HERE'S BOOMER	17									A	9.0	21	687
FRI. 8.00P 30 NBC GD										B	11.4	24	870
HOUSE CALLS	9									A	18.0	30	1373
2 MON. 9.30P 30 CBS CS										B	17.8	30	1358

2 MON. 9.00P 30 CBS CS										B	23.9	36	1824
MORK & MINDY	29									A	15.2	30	1160
2 THU. 8.00P 60 ABC CS										B	17.0	31	1297
NBC NEWS UPDATE-M-F	212									A	11.3	22	862
1 FRI. 8.58P 1 NBC N										B	15.7	26	1198
2 MON. 9.13P 1													
2 TU & W 8.58P 1													
2 THU. 9.18P 1													
2 FRI. 8.57P 2													
NBC NEWS UPDATE-SAT.	43									A	7.7	17	588
1 SAT. 8.57P 1 NBC N										B	15.0	28	1145
2 SAT. 8.58P 1													
NBC NEWS UPDATE-SUN.	43									A	13.3	24	1015
1 SUN. 8.58P 1 NBC N										B	16.8	27	1282
2 SUN. 9.05P 1													
NBC NIGHTLY NEWS-SUN.	37									A	7.5	19	572
SUN. 6.30P 30 NBC N										B	8.4	17	641
NBC NIGHTLY NEWS	218									A	9.4	22	717
M-F 6.30P 30 NBC N										B	12.3	24	938
NBC REPORTS(S)										A	9.0	18	687
1 FRI. 10.00P 60 NBC DN													
NBC TUESDAY NIGHT MOVIE	7									A	11.1	20	817
2 TUE. 9.00P 120 NBC FF										B	14.3	25	1091
NEWSBREAK-M-F	220									A	11.5	23	877
1 FRI. 8.58P 1 CBS N										B	14.3	23	1091
CONT'D													

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
LATE FRINGE CONT'D														ALL MY CHILDREN																	
LATE MOVIE I														M-F																	
1	MON.	12.30A	73	CBS	FF	151	154	84	87	A	5.2	19	397	194	192	98	98	A	10.5	36	801										
1	TUE.	12.06A	68							B	6.3	23	481					B	9.3	33	710										
1	FRI.	11.30P	73											170				A	4.8	16	366										
2	MON.	11.30P	75											197	206	95	98	A	5.0	17	382										
2	TUE.	11.30P	72											1	TU-F	2.00P	60	NBC	DD	B	5.2	18	397								
2	W & F	11.30P	73											2	M-F	2.00P	60														
2	THU.	11.30P	66											AS THE WORLD TURNS					135	191	192	99	99	A	8.0	27	610				
LATE MOVIE II														M-F																	
1	FRI.	12.43A	43	CBS	FF	150	151	83	86	A	3.9	21	298	152					B	7.6	27	580									
2	MON.	12.45A	40							B	4.1	25	313					A	3.3	12	252										
2	TUE.	12.42A	41											1	TUE.	4.00P	30	CBS	P												
2	WED.	12.43A	40											CAPTAIN KANGAROO																	
2	THU.	12.45A	41											M-F	8.00A	60	CBS	C	219	176	177	97	97	A	2.4	13	183				
2	FRI.	12.43A	41											CARD SHARKS																	
LOVE BOAT-11.30														M-F																	
2	WED.	11.50P	69	ABC	CS		179		95	A	5.7	23	435	123	127	65	66	B	2.8	11	214										
														12.00N																	
														30																	
														NBC																	
														QG																	
MIDNIGHT SPECIAL														DAVID LETTERMAN-1																	
FRI.	1.00A	90	NBC	PC	44	195	195	97	97	A	3.8	24	290	40	160	160	87	87	A	2.6	12	198									
														M-F																	
														10.00A																	
														30																	
														NBC																	
														GV																	
NBC LATE NIGHT MOVIE														DAVID LETTERMAN-2																	
SUN.	11.30P	124	NBC	FF	43	84	89	52	53	A	2.5	11	191	39	158	158	86	85	A	2.6	11	198									
														M-F																	
														10.30A																	
														30																	
														NBC																	
														GV																	
														217																	
														205																	
														207																	
														98																	
														99																	
														A																	
														6.1																	
														21																	
														465																	

SATURDAY NIGHT						43	214	215	98	97	A	8.0	30	610	M-F		1.00P	60	NBC DD						B	6.2	22	473
1 SAT.						11.30P	77	NBC	GV				12.5	37	954	DECIS'80 DEM		CONV OPEN-MO(S)		177		92			A	4.8	14	366
2 SAT.						12.40A	81									1 MON.		4.00P	120	NBC P								
SOAP-11.30																DECIS'80 DEM		CON-TU-400P(S)		182		92			A	3.5	12	267
2 TUE.						11.51P	68	ABC	CS				4.9	21	374	1 TUE.		4.00P	60	NBC P								
													4.5	19	343	DECIS'80 DEM		CON-WED-400P(S)		139		83			A	3.8	13	290
														2.8	21	214	1 WED.		4.00P	30	NBC P							
TOMORROW SHOW							174	177	175	97	98	A				DEM CONVENTION OPENING(S)			163		88			A	4.0	14	305	
1 MON.						12.31A	47	NBC	CC							1 MON.		4.00P	30	CBS P								
1 TU & W						1.30A	47									DEMOC. CONV. MON 4.00PM(S)			178		89			A	5.5	19	420	
1 THU.						12.53A	46									1 MON.		4.00P	30	ABC P								
2 MON.						1.00A	51									DOCTORS			15	179	185	86	89	A	4.5	16	343	
2 TU & W						1.00A	47									M-F		12.30P	30	NBC DD				B	4.4	16	336	
2 THU.						1.00A	49									ED CLARK FOR PRES. COMM(S)					193		99	A	10.7	33	816	
TONIGHT SHOW							210	208	211	98	99	A	7.3	26	557	2 WED.		2.54P	6	ABC P								
1 TUE.						12.00M	78	NBC	GV				7.3	27	557	EDGE OF NIGHT			210	153	149	82	81	A	5.1	18	389	
1 FRI.						11.30P	81									1 TU-F		4.00P	30	ABC DD				B	5.1	16	389	
2 M & F						11.30P	81									2 M-F		4.00P	30									
2 TUE.						11.30P	78									FAMILY FEUD			40	180	184	93	94	A	7.9	29	603	
2 WED.						11.30P	76									1 M-F		12.00N	30	ABC QP				B	7.4	29	565	
2 THU.						11.30P	79									2 MTUWF		12.00N	30									
																2 THU.		12.00N	26									
TUESDAY MOVIE OF THE WEEK							8	173		94	A	3.4	17	259	GENERAL HOSPITAL			217	195	195	99	99			A	11.6	38	885
1 TUE.						12.11A	96	ABC	FF				3.3	20	252	M-F		3.00P	60	ABC DD				B	10.0	32	763	
WEEKDAY DAYTIME																GOOD MORNING, AMERICA-730			219	198	198	98	98	A	4.1	31	313	
ABC DAYTIME NEWSBRIEF-M-F							208	174	173	93	93	A	9.5	32	725	M-F		7.30A	30	ABC N				B	4.2	26	320	
M-F						1.57P	2	ABC	N				9.0	31	687													
ALICE-M-F							52	159	160	90	92	A	7.9	35	603													
M-F						10.30A	30	CBS	CS				6.9	33	526													

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK # DAY		START TIME		DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK 1		WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																
WEEKDAY DAYTIME CONT'D																																							
GOOD MORNING, AMERICA-830		8.30A		30	ABC	N	220	197	196	97	97	A	5.4	29	412	TODAY SHOW-7.30AM		219		215	216	99	99	A	3.6	27	275												
M-F		8.30A		30	ABC	N					B	5.8	30	443	M-F		7.30A		30		NBC	N		B	4.3	27	328												
GUIDING LIGHT		3.00P		60	CBS	DD	135	191	194	99	99	A	7.7	25	588	TODAY SHOW-8.30AM-WED(B)		125		69			A	3.1	17	237													
M-F		3.00P		60	CBS	DD					B	8.0	26	610	1 WED.		8.30A		30		NBC	N																	
JEFFERSONS M-F		10.00A		30	CBS	CS	128	164	164	89	89	A	7.4	34	565	TODAY SHOW-8.30AM		218		213	213	99	99	A	4.9	26	374												
M-F		10.00A		30	CBS	CS					B	5.3	26	404	1 MTUHF		8.30A		30		NBC	N		B	5.3	28	404												
JOEY AND REDHAWK PT I(S)		4.00P		30	CBS	CL		169		89		A	6.1	20	465	2 M-F		8.30A		30				A	3.7	15	282												
2 MON.		4.00P		30	CBS	CL									15	WHEEL OF FORTUNE		183		183	87	87	B	3.5	15	267													
M-F		11.00A		30	NBC	QG										M-F		11.00A		30		NBC	QG																
YOUNG AND THE RESTLESS		1.00P		60	CBS	DD	135	194	195	99	99	A	8.1	28	618	TODAY SHOW-8.30AM		218		213	213	99	99	A	4.9	26	374												
M-F		1.00P		60	CBS	DD					B	8.0	29	610	1 MTUHF		8.30A		30		NBC	N		B	5.3	28	404												
WEEKEND DAYTIME		2.00P		164	ABC	SE	2	182	195	95	98	A	6.7	20	511	WHEEL OF FORTUNE		15		183	183	87	87	B	3.5	15	267												
ABC SUNDAY AFTERNOON BSBL		3.58P		134												M-F		11.00A		30		NBC	QG																
1 SUN.		2.00P		164	ABC	SE										YOUNG AND THE RESTLESS		135		194	195	99	99	A	8.1	28	618												
2 SUN.		3.58P		134												M-F		1.00P		60		CBS	DD		B	8.0	29	610											
ABC WEEKEND SPECIALS		12.00N		30	ABC	FV	46	187	188	96	97	A	5.0	22	382	WEEKEND DAYTIME		2		182	195	95	98	A	6.7	20	511												
SAT.		5.00P		90	ABC	SA	35	199	200	97	98	A	5.5	17	420	ABC SUNDAY AFTERNOON BSBL		2		182	195	95	98	B	6.7	20	511												
ABC WIDE WORLD-SPORTS SAT		5.00P		90	ABC	SA										1 SUN.		2.00P		164		ABC	SE																
ALL NEW POPEYE HOUR 1		5.00P		90	ABC	SA	46	192	192	98	98	A	5.5	26	420	2 SUN.		3.58P		134																			

M-F	7.15A	45	CBS	N						B	2.6	17	198	SAT.	10.30A	30	CBS	CA			B	8.1	33	618	
NEWSBREAK-11.57					54	165	166	90	91	A	6.9	26	526	ALL NEW POPEYE HOUR 2	46		191	192	97	98	A	5.2	24	397	
M-F	11.57A	2	CBS	N						B	6.5	27	496	SAT.	11.00A	30	CBS	CA			A	7.6	31	580	
NEWSBREAK-3.57					55	171	173	94	94	A	5.9	19	450	AMERICAN BANDSTAND '80	35		174	173	87	84	A	4.2	17	320	
M-F	3.57P	2	CBS	N						B	5.9	19	450	SAT.	12.30P	60	ABC	PC			B	4.5	18	343	
ONE DAY AT A TIME-M-F					115	126		76		A	4.7	16	359	ANIMALS, ANIMALS, ANIMALS	45		137	119	82	78	A	2.1	10	160	
1 W-F	4.00P	30	CBS	CS						B	4.3	14	328	SUN.	11.30A	30	ABC	CL			B	2.7	12	206	
ONE LIFE TO LIVE					217	193	192	99	98	A	9.9	34	755	ASK NBC NEWS-8:58AM	46		193	188	97	96	A	2.6	22	198	
1 M-F	2.00P	60	ABC	DD						B	8.8	31	671	SAT.	8.58A	2	NBC	CN			B	4.1	23	313	
2 MTUHF	2.00P	60												ASK NBC NEWS-10:28AM	45		201	201	98	98	A	4.2	21	320	
2 WED.	2.00P	54												SAT.	10.28A	2	NBC	CN			B	5.3	22	404	
PASSWORD PLUS					15	174	177	89	90	A	3.9	15	298	ASK NBC NEWS-11:28AM	45		195	194	95	94	A	5.0	23	382	
M-F	11.30A	30	NBC	QG						B	3.7	15	282	SAT.	11.28A	2	NBC	CN			B	4.8	20	366	
PRICE IS RIGHT 1					214	189	189	96	95	A	6.9	29	526	ATP PRO TENNIS CHAMP(S)				175		94	A	2.0	7	153	
M-F	11.00A	30	CBS	AP						B	5.9	29	450	2 SUN.	2.00P	110	CBS	SE							
PRICE IS RIGHT 2					216	188	189	96	95	A	7.6	29	580	BUGS BUNNY/ROAD RUNNER 1	46		203	203	99	99	A	5.3	36	404	
M-F	11.30A	30	CBS	AP						B	6.8	30	519	SAT.	9.00A	30	CBS	CA			B	7.2	34	549	
RYAN'S HOPE					218	183	182	96	95	A	7.2	26	549	BUGS BUNNY/ROAD RUNNER 2	46		203	203	99	99	A	7.0	39	534	
1 M-F	12.30P	30	ABC	DD						B	6.8	25	519	SAT.	9.30A	30	CBS	CA			B	8.9	38	679	
2 MTUWF	12.30P	30												BUGS BUNNY/ROAD RUNNER 3	46		203	203	99	99	A	8.2	42	626	
2 THU.	12.45P	15												SAT.	10.00A	30	CBS	CA			B	9.6	40	732	
SEARCH FOR TOMORROW					217	185	187	97	97	A	6.9	25	526	CBS SPORTS SPECIAL(S)			156		87	A	3.7	12	282		
M-F	12.30P	30	CBS	DD						B	7.1	27	542	1 SAT.	5.00P	60	CBS	SE							
TEXAS					15	194	200	94	97	A	4.9	16	374	CBS SPORTS SPECTACULAR	39			146		84	A	3.4	11	259	
M-F	3.00P	60	NBC	DD						B	5.1	17	389	2 SAT.	5.00P	60	CBS	SA			B	6.2	17	473	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

WEEKEND DAYTIME CONT'D													2ND AUG. 1980 REPORT														
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
COLLEGE FOOTBALL 1980(S)													IN THE NEWS- 8.26AM-SUN.														
2 SAT. 4.00P 60 ABC SA													SUN. 8.26A 3 CBS CN														
													40 42 36 36														
DAFFY DUCK SHOW													IN THE NEWS- 8.56AM-SUN.														
SAT. 10.30A 30 NBC CA													SUN. 8.56A 3 CBS CN														
													41 41 35 35														
DEAR ALEX & ANNIE-11.56AM													IN THE NEWS-10.56AM														
SAT. 11.56A 3 ABC CN													SAT. 10.56A 3 CBS CN														
													192 192 98 98														
DEAR ALEX & ANNIE-11.26AM													IN THE NEWS-11.26AM														
SUN. 11.26A 3 ABC CN													SAT. 11.26A 3 CBS CN														
													191 192 97 98														
FACE THE NATION													ISSUES AND ANSWERS														
SUN. 11.30A 30 CBS CC													SUN. 12.00N 30 ABC CC														
													182 127 96 84														
FLASH GORDON													JASON OF STAR COMMAND														
SAT. 12.30P 30 NBC CA													SUN. 8.30A 30 CBS CL														
													29 41 41 35 35														
FRED & BARNEY/SHMOO 1													JETSONS														
SAT. 9.00A 30 NBC CA													SAT. 11.00A 30 NBC CA														
													17 195 194 95 94														
FRED & BARNEY/SHMOO 2													JONNY QUEST														
SAT. 9.30A 30 NBC CA													SAT. 11.30A 30 NBC CA														
													17 189 189 93 92														
FRED & BARNEY/SHMOO 3													KIDS ARE PEOPLE TOO II														
SAT. 10.00A 30 NBC CA													SUN. 10.30A 30 ABC CL														
													44 116 99 81 79														
GODZILLA													KIDS ARE PEOPLE TOO III														
17 180 181 92 92													44 116 99 81 79														
													A 2.6 14 198														

SAT. 12.00N 30 NBC CA	16	193	192	97	97	B	4.1	19	313	SUN. 11.00A 30 ABC CL	9	183	183	92	92	B	3.5	16	267
GODZILLA/GLOBETROTTERS 1						A	1.6	21	122	LAFF-A-LYMPICS						A	6.2	27	473
SAT. 8.00A 30 NBC CA						B	2.0	22	153	SAT. 11.30A 30 ABC CA						B	5.4	25	412
GODZILLA/GLOBETROTTERS 2	16	193	188	97	96	A	2.4	22	183	MEET THE PRESS	46	193	188	97	97	A	3.9	18	298
SAT. 8.30A 30 NBC CA						B	3.1	24	237	SUN. 12.30P 30 NBC CC						B	4.1	17	313
GREATEST SUPERFRIENDS-1	46	191	193	97	97	A	2.0	26	153	MIGHTY MOUSE-HECKL-JECKL1	46	188	188	98	98	A	2.2	26	168
SAT. 8.00A 30 ABC CA						B	3.6	28	275	SAT. 8.00A 30 CBS CA						B	3.3	25	252
GREATEST SUPERFRIENDS-2	46	191	193	97	97	A	2.9	27	221	MIGHTY MOUSE-HECKL-JECKL2	46	188	188	98	98	A	3.2	27	244
SAT. 8.30A 30 ABC CA						B	5.2	30	397	SAT. 8.30A 30 CBS CA						B	4.8	27	366
IN THE NEWS- 8.26AM	46	188	188	98	98	A	2.5	27	191	NBC MAJOR LEAGUE PRE GAME	17	199	206	96	98	A	8.1	29	618
SAT. 8.26A 3 CBS CN						B	3.8	27	290	1 SAT. 4.00P 20 NBC SC						B	5.6	24	427
IN THE NEWS- 8.56AM	46	188	188	98	98	A	3.9	31	298	2 SAT. 4.00P 21									
SAT. 8.56A 3 CBS CN						B	5.5	30	420	NBC MAJOR LEAGUE BASEBALL	18	199	206	96	98	A	9.1	28	694
IN THE NEWS- 9.26AM	46	203	203	99	99	A	5.9	38	450	1 SAT. 4.20P 153 NBC SE						B	7.6	26	580
SAT. 9.26A 3 CBS CN						B	7.9	36	603	2 SAT. 4.21P 189									
IN THE NEWS- 9.59AM	46	203	203	99	99	A	8.1	43	618	NEW FAT ALBERT SHOW	46	191	193	98	98	A	5.6	25	427
SAT. 9.59A 3 CBS CN						B	9.5	40	725	SAT. 11.30A 30 CBS CA						B	6.7	27	511
IN THE NEWS-11.56AM	46	191	193	98	98	A	5.7	25	435	NFL 1980: A PREVIEW(S)									
SAT. 11.56A 3 CBS CN						B	6.7	27	511	2 SUN. 1.00P 60 CBS SC						A	4.2	16	320
IN THE NEWS-12.26PM	45	169	167	93	93	A	4.9	21	374	NFL PRE-SEASON FTBL-ABC(S)									
SAT. 12.26P 3 CBS CN						B	5.3	21	404	2 SUN. 12.30P 208 ABC SE						A	9.2	34	702
IN THE NEWS-12.56PM	44	170	170	93	92	A	6.0	25	458	NFL PRE-SEASON FTBL-CBS(S)									
SAT. 12.56P 3 CBS CN						B	6.0	23	458	1 SUN. 1.00P 190 CBS SE						A	8.9	29	679
IN THE NEWS- 1.26PM	44	170	170	93	92	A	6.0	24	458	PLASTICMAN COMEDY-SHOW-1	46	192	192	99	99	A	3.3	24	252
SAT. 1.26P 3 CBS CN						B	6.0	22	458	SAT. 9.00A 30 ABC CA						B	5.2	26	397

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)										PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)																	
PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES									
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D										WORLD SERIES OF GOLF-SAT(S)																	
PLASTICMAN COMEDY-SHOW-2										2 SAT. 3.30P 90 CBS SE																	
SAT. 9.30A 30 ABC CA										WORLD SERIES OF GOLF-SUN(S)																	
PLASTICMAN COMEDY-SHOW-3										2 SUN. 4.00P 120 CBS SE																	
1 SAT. 10.00A 30 ABC CA																											
RAZZMATAZZ(S)																											
2 SAT. 1.30P 30 CBS CN																											
RAZZMATAZZ(S)																											
1 SAT. 1.30P 30 CBS CN																											
SCHOOLHOUSE ROCK-8.56AM																											
SAT. 8.56A 3 ABC CN																											
SCHOOLHOUSE ROCK-10.26AM																											
SAT. 10.26A 3 ABC CN																											
SCHOOLHOUSE ROCK-11.26AM																											
SAT. 11.26A 3 ABC CN																											
SCHOOLHOUSE ROCK-11.55AM																											
SUN. 11.55A 4 ABC CN																											
COOBY AND SCRAPPY DOO-1																											
SAT. 10.30A 30 ABC CA																											
COOBY AND SCRAPPY DOO-2																											

										B	6.9	29	526													
										A	4.9	26	374													
										A	5.1	22	389													
										B	5.6	23	427													
										A	.5	9	38													
										B	.7	9	53													
										A	7.5	22	572													
										B	6.2	18	473													
										A	2.9	20	221													
										B	3.0	17	229													
										A	6.0	25	458													
										B	6.0	23	458													
										A	6.9	28	526													
										B	6.5	24	496													
										A	3.8	21	290													
										B	5.8	26	443													
										A	5.7	27	435													
										B	5.4	22	412													
										A	5.4	24	412													
										B	4.9	20	374													
										A	2.5	8	191													
										A	5.1	15	389													

HOLE 2

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. AUG. 11, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)							12,360 16.2					17,010 22.3				
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)							8,010 10.5	9.9*			11.2*	8.8	10.0*			8.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							20 9.3	20 *			21 *	17	19 *			17 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	6,940 9.1	8.3*			9.3*	11.1*			9.8*	8.7*			9.1*	9.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19 8.0	19 *			20 *	23 *			19 *	16 *			17 *	17 *		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)							16,940 22.2					21,590 28.3				
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)							12,210					13,660				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							16.0 31 14.4	14.7* 29 *			17.2* 32 *	17.9 31 15.0	15.0* 26 *			17.8* 30 *
E E K 1	TOTAL AUDIENCE (Households (000) & %)							12,130 15.9			12,890 16.9			17,550 23.0			14,730 19.3
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)							10,680			11,670			15,720			13,660
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							14.0 28 13.7	15.3 28 14.3			20.6 36 16.2	20.1 21.1	18.0 30 18.0	18.1	17.7	17.9* 31 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)							14,120 18.5									10,760 14.1
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)							8,240			9.7*			11.5*			7,780
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							10.8 19 9.6	19 *			10.5* 19 *	11.7* 20 *	11.5* 19 *			10.2 18 9.9
TV HOUSEHOLDS USING TV		WK. 1	46.2	47.7	48.8	50.2	51.8	52.0	53.8	54.4	55.0	54.9	54.9	55.2	54.5	52.8	49.2
(See Def. 1)		WK. 2	46.6	47.5	47.1	48.8	50.0	51.6	52.8	55.1	57.0	58.2	58.7	59.9	58.4	57.8	56.6

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. MON. AUG. 18, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. AUG. 12, 1980

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

K

1

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

K

2

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK. 1
(See Def. 1)

U.S. TV Households: 76,300,000

DEMOC. CONV. TUE 7:30PM
(5:00-8:27PM) (OP)20/20 TUE-1
(8:00-8:27PM) (OP)DEMOC. CONV. TUE 8:27PM
(8:27-9:49PM) (OP)9,310 11,900
12.2 15.620/20-TUE-2
(9:49-10:22PM) (OP)9,230 9,770
12.1 12.8DEMOC. CONV. TUE 10:22PM
(10:22-11:12PM) (OP)7,630 6,490
10.0 8.58.7* 8.3*
19* 17*7,100 9.3
18 155,800 7.6
15 15*24 17
9.8 10.1

8.5 8.3 8.3 8.3

8.5 9.8 8.5 7.2

7.2 7.2

19,150
25.1CAMPAIGN '80-TUE-7:30PM
DEMOCRATIC NATIONAL CONVENTION
(7:30-11:34PM) (OP)6,030
7.9 5.4*7.2* 7.2*
17* 17*8.7* 9.3*
19* 18*9.0* 8.5*
17* 16*8.7* 8.7*
18* 18*17 13*
5.7 5.2

7.2 7.1 8.2

9.2 9.4 9.2 9.2

8.8 8.9 8.2 8.5

8.5 8.8

17,400
22.8

DECIS'80 DEM CON-TU-730P

6,330
8.3 7.2*7.5* 7.5*
18* 18*9.1* 9.4*
20* 19*9.0* 8.1*
17* 16*8.0* 8.0*
16* 16*18 18*
7.4 7.0

7.3 7.7 8.7

9.6 10.0 8.8 8.9

9.1 8.5 7.7 8.1

7.9 7.9

10,830 14.2
HAPPY DAYS (R)11,450 15.0
LAVERNE & SHIRLEY (R)16,180 21.2
THREE'S COMPANY (R)14,570 19.1
TAXI (R)(OP)15,720 20.6
HART TO HART (R)9,380 12.3
27 11.99,920 13.0
25 12.814,650 19.2
35 18.412,740 16.7
30 20.012,440 16.3
30 16.615.6* 16.9*
28* 32*

16.0 16.8 16.9

11.9 12.8 12.2 13.8

18.4 20.0 16.8 16.6

15.3 16.0 16.8 16.9

10,530 13.8

WHITE SHADOW
(R)(OP)

15,950 20.9

CBS TUESDAY NIGHT MOVIES
ISLANDS IN THE STREAM7,100 9.3
19 8.08.3* 10.3*
18* 20*9,310 12.2
22 10.810.9* 12.6*
20* 23*12.9* 12.2*
23* 23*

12.6 12.3 12.2

12.6 12.3 12.2

8.0 8.7 10.2 10.3

10.8 11.0 12.3 12.8

12.3 12.8 13.2 12.6

12.6 12.3 12.2

12.6 12.3 12.2

12.6 12.3 12.2

12,280 16.1

SHERIFF LOBO
(R)(OP)

14,420 18.9

NBC TUESDAY NIGHT MOVIE
ODE TO BILLY JOE(R)8,620 11.3
23 10.610.5* 12.1*
23* 24*8,470 11.1
20 9.19.4* 11.0*
17* 20*11.0* 12.1*
20* 22*12.1* 11.7*
22* 22*

12.0 12.0 11.4

11.3 10.5*
23 23*12.1* 12.1*
24* 22*11.1 11.0
20 11.09.4* 11.0*
17* 20*11.0* 12.1*
20* 22*12.1* 11.7*
22* 22*

12.0 12.0 11.4

10.6 10.4 11.9 12.3

9.1 9.8 11.0 11.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.3 10.5*
23 23*12.1* 12.1*
24* 22*11.1 11.0
20 11.09.4* 11.0*
17* 20*11.0* 12.1*
20* 22*12.1* 11.7*
22* 22*

12.0 12.0 11.4

10.6 10.4 11.9 12.3

9.1 9.8 11.0 11.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.3 10.5*
23 23*12.1* 12.1*
24* 22*11.1 11.0
20 11.09.4* 11.0*
17* 20*11.0* 12.1*
20* 22*12.1* 11.7*
22* 22*

12.0 12.0 11.4

10.6 10.4 11.9 12.3

9.1 9.8 11.0 11.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.3 10.5*
23 23*12.1* 12.1*
24* 22*11.1 11.0
20 11.09.4* 11.0*
17* 20*11.0* 12.1*
20* 22*12.1* 11.7*
22* 22*

12.0 12.0 11.4

10.6 10.4 11.9 12.3

9.1 9.8 11.0 11.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.3 10.5*
23 23*12.1* 12.1*
24* 22*11.1 11.0
20 11.09.4* 11.0*
17* 20*11.0* 12.1*
20* 22*12.1* 11.7*
22* 22*

12.0 12.0 11.4

10.6 10.4 11.9 12.3

9.1 9.8 11.0 11.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.3 10.5*
23 23*12.1* 12.1*
24* 22*11.1 11.0
20 11.09.4* 11.0*
17* 20*11.0* 12.1*
20* 22*12.1* 11.7*
22* 22*

12.0 12.0 11.4

10.6 10.4 11.9 12.3

9.1 9.8 11.0 11.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

11.0 12.2 12.0 12.0

For explanation of symbols, See page A.

EVE. TUE. AUG. 19, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.WED. AUG.13, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	44.7	44.6	43.9	43.6	43.8	45.8	47.7	48.7	51.3	53.7	54.2	53.2	51.8	49.7	47.8	47.1
(See Def. 1)	WK. 2	47.0	47.4	46.2	46.4	47.7	49.3	50.3	51.9	52.7	53.7	54.4	55.3	53.3	53.6	53.4	52.5

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.WED. AUG.20, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. AUG.14, 1980

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV
(See Def. 1)WK. 1
WK. 2

43.8	43.8	43.1	43.9	44.5	47.1	48.9	50.2	51.6	52.2	53.2	52.9	52.6	52.2	51.2	49.2
43.5	44.6	44.8	46.1	47.7	50.0	51.4	52.7	53.3	53.9	53.7	54.3	53.0	53.6	53.3	52.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.THU. AUG.21, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 15, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,380 13.6		8,470 11.1		17,630 23.1							
	ABC TV						BENSON (R)		GOODTIME GIRLS (OP)					NFL PRE-SEASON FTBL-ABC PITTSBURGH VS ATLANTA (9:00-12:02AM) (OP)				
	AVERAGE AUDIENCE (Households (000) & %)						8,700 11.4		7,170 9.4		8,320 10.9	9.5*		10.8*		12.4*		11.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 10.8	12.0	21 9.5	9.2	23 9.1	20* 9.9	10.6	22* 11.0	12.6	24* 12.3	12.1	24* 11.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,510 17.7				18,460 24.2				19,380 25.4			
	CBS TV								INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)	
	AVERAGE AUDIENCE (Households (000) & %)						9,380 12.3	10.7*		14,420 18.9	17.8*		20.0*		15,870 20.8	20.0*		21.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 10.1	25* 11.3	31* 13.6	38 14.3	37* 17.2	19.6	39* 20.3	41 19.5	39* 20.6	43* 21.3	21.3	43* 21.8
E E K 3	TOTAL AUDIENCE (Households (000) & %)						7,940 10.4		8,550 11.2		11,980 15.7				9,690 12.7			
	NBC TV						HERE'S BOOMER (R)		FACTS OF LIFE (R)(OP)				SPEAK UP AMERICA				NBC REPORTS THE MIGRANTS 1980	
	AVERAGE AUDIENCE (Households (000) & %)						7,100 9.3		7,320 9.6		8,770 11.5	11.6*		11.4*	6,870 9.0	8.8*		9.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 8.9	9.7	22 9.1	10.1	23 11.4	24* 11.7	11.6	22* 11.1	18 9.1	17* 8.5	8.7	18* 9.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						11,220 14.7		9,310 12.2		15,110 19.8							
	ABC TV						BENSON (R)		GOODTIME GIRLS (OP)					ABC FRIDAY NIGHT MOVIE DALLAS COWBOYS CHEERLEADERS(R)				
	AVERAGE AUDIENCE (Households (000) & %)						9,310 12.2		8,010 10.5		8,550 11.2	9.3*		9.9*		12.4*		13.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 11.4	13.1	23 10.8	10.3	22 9.5	18* 9.1	9.5	19* 10.3	12.6	24* 12.2	25* 12.7	25* 13.5
E E K 5	TOTAL AUDIENCE (Households (000) & %)						13,510 17.7				18,620 24.4				17,780 23.3			
	CBS TV								INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DUKES OF HAZZARD(B) (R)	
	AVERAGE AUDIENCE (Households (000) & %)						9,160 12.0	11.2*		15,110 19.8	18.7*		20.9*		14,650 19.2	19.1*		19.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 10.9	26* 11.6	28* 12.5	38 13.2	37* 17.9	20.7	39* 21.0	21.0	37 18.8	36* 19.4	37* 19.6	37* 18.8
E E K 6	TOTAL AUDIENCE (Households (000) & %)						7,940 10.4		9,080 11.9		11,140 14.6				11,140 14.6			
	NBC TV						HERE'S BOOMER (R)		FACTS OF LIFE (R)(OP)				SPEAK UP AMERICA				FRIDAY NIGHT FIGHTS	
	AVERAGE AUDIENCE (Households (000) & %)						6,640 8.7		7,550 9.9		8,470 11.1	10.7*		11.4*	8,320 10.9	10.8*		10.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 8.6	8.8	21 9.2	10.6	21 10.5	21* 10.9	11.2	21* 11.7	21 10.6	20* 11.1	10.8	21* 11.0
TV HOUSEHOLDS USING TV			WK. 1	41.1	40.9	40.0	40.0	41.3	43.8	44.0	45.3	47.4	49.7	50.6	51.5	51.2	50.7	50.5
(See Def. 1)			WK. 2	41.1	41.7	41.1	42.2	42.6	45.1	45.5	47.0	49.3	51.2	52.6	53.7	52.9	52.5	52.3

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. FRI. AUG. 22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SAT. AUG. 16, 1980

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %NBC MJR LGE BSBL
NY YANKEES V CALIF
& BALTIMORE V OAKLAND
(4:21-7:40PM)TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. SAT. AUG. 23, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR. %

W

E

E

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR. %

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR. %
TV HOUSEHOLDS USING TV
(See Def. 1)WK. 1
WK. 2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. SUN. AUG. 24, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,420 7.1													
	ABC TV		ABC WEEKEND REPORT-SUN										(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,960 6.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 6.5													
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,790 8.9													
	CBS TV		CBS SUNDAY NEWS-BRADLEY										(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,410 8.4													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 8.4													
1	TOTAL AUDIENCE (Households (000) & %)	{		3,660 4.8												
	NBC TV			NBC LATE NIGHT MOVIE (11:30-1:34AM)(-OP)									(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{		2,060 2.7	3.1*		3.3*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		12 3.1	10* 3.2		12* 3.3	2.4								
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		6,410 8.4					7,020 9.2							
	ABC TV		(1) (SUS) (OP)	ABC WEEKEND REPORT-SUN (11:18-11:33PM)					ABC NEWS: NIGHTLINE M-TH (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{		6,180 8.1					6,180 8.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20.5	21 8.1	7.9				24 8.5	7.2						
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,630 10.0						6,940 9.1				3,590 4.7			
	CBS TV		CBS SUNDAY NEWS-BRADLEY						LATE MOVIE I (-OP)				LATE MOVIE II			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,870 9.0						4,350 5.7	6.2*		5.4*	2,900 3.8		3.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 9.0						19 6.4	18* 6.1	5.5	20* 5.3	21 3.7	3.8	23* 3.9	
2	TOTAL AUDIENCE (Households (000) & %)	{		3,510 4.6					10,450 13.7				2,900 3.8			
	NBC TV			NBC LATE NIGHT MOVIE (11:30-1:34AM)(-OP)					TONIGHT SHOW				TOMORROW SHOW (M-TH)(-OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{		1,680 2.2	2.7*		2.5*		5,720 7.5	8.8*		7.4*	5.7*	2,290 3.0	3.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		10 2.5	9* 3.0		11* 2.4	2.1	26 9.2	26* 8.4	8.0	27* 6.7	24* 5.8	21 3.6	22* 3.0	2.5
TV HOUSEHOLDS USING TV WK. 1		46.5	41.9	33.7	30.7	27.6	25.5	22.1	37.6	33.7	30.1	26.5	23.1	20.5	17.6	15.5
(See Def. 1) WK. 2		51.4	42.2	32.9	28.4	24.8	22.5	19.7	35.6	32.3	28.5	25.9	22.9	19.9	16.8	15.2
U.S. TV Households: 76,300,000																
(1) ABC SUNDAY NIGHT MOVIE, ABC, (9:00-11:13PM)																
A-17																

For explanation of symbols, See page A.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

For explanation of symbols, See page A.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 11-15, 1980

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2

TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 18-22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 11-15, 1980

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

E

E

K

1

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

E

E

K

2

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1

WK. 2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 18-22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 11-15, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

CBS TV

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,610 13.9					4,270 5.6										8,160 10.7	
GENERAL HOSPITAL (SUS)(OP)				EDGE OF NIGHT (TU-F)(S)(OP)				(SUS)(OP)				ABC WORLD NEWS TONIGHT (SUS)(OP) (-OP)				
8,470 11.1 37 10.8					3,890 5.1 18 5.3										6,710 8.8 21 9.5	9.0
7,400 9.7					4,350 5.7										9,460 12.4	
GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F (W-F)(S)(OP)								CBS EVENING NEWS- CRONKITE (TU-F)(S)(OP)				
6,030 7.9 26 7.8					3,590 4.7 16 4.3										8,160 10.7 26 10.5	10.8
5,110 6.7															7,780 10.2	
TEXAS				(S)(OP)								NBC NIGHTLY NEWS				
3,820 5.0 17 4.8															6,710 8.8 21 8.8	

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,910 14.3					4,350 5.7										8,320 10.9	
GENERAL HOSPITAL (SUS)(OP)				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT				
9,160 12.0 40 11.5					3,890 5.1 18 5.1										7,400 9.7 22 9.5	9.9
7,250 9.5															10,530 13.8	
GUIDING LIGHT (OP)				(S)(OP)								CBS EVENING NEWS- CRONKITE				
5,800 7.6 25 7.4															9,380 12.3 28 12.2	12.3
4,880 6.4															8,850 11.6	
TEXAS												NBC NIGHTLY NEWS				
3,660 4.8 16 4.9															7,630 10.0 23 9.7	10.3

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 18-22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 16, 1980

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. AUG. 23, 1980

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. AUG. 23, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 16, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)									9,380 12.3							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)									4,580 6.0	5.9* 17		5.8* 17		6.3* 17		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									6.0	5.8	5.5	6.2	6.4	6.1		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,430 4.5				5,040 6.6						7,480 9.8	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					1,910 2.5	2.5* 8		2.5* 8	2,820 3.7	3.1* 10			4.3* 14		6,100 8.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					2.7	2.3	2.4	2.6	2.8	3.4	4.2	4.3			7.7	8.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					7,480 9.8	14,040 18.4										
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,560 8.6	7,020 9.2		9.1* 30		9.1* 30		9.2* 29		9.4* 28	9.3	9.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					8.6	8.5	8.9	9.2	9.1	9.1	9.0	9.3	9.3	9.5	9.3	9.2

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					5,260 6.9				8,240 10.8							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					3,050 4.0	4.3* 15		3.8* 13	3,740 4.9	4.0* 13		4.3* 14		6.4* 18		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					4.5	4.0	3.9	3.7	3.8	4.1	4.1	4.6	6.2	6.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					4,120 5.4				4,430 5.8						6,870 9.0	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					2,590 3.4	3.3* 13		3.3* 12	2,590 3.4	3.1* 11		3.7* 12		5,420 7.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					3.3	3.3	3.3	3.4	3.6	3.3	3.7	3.7		6.7	7.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					6,870 9.0	16,250 21.3										
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,800 7.6	6,940 9.1		8.7* 30		9.7* 34		8.9* 30		7.7* 23	8.6	9.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					7.4	8.3	8.4	9.1	9.9	9.5	9.2	8.7	7.7	7.7	8.6	9.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	28.4	24.6	29.1	25.0	29.1	25.6	29.5	26.9	29.7	27.3	29.8	28.4	30.3	29.2
U.S. TV Households: 76,300,000																	
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (4:00-4:20PM)																	
(2) NBC MAJOR LEAGUE PRE GAME, NBC, (4:00-4:21PM)																	

For explanation of symbols, See page A.

DAY SAT. AUG. 23, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 17, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 24, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 17, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)		2,750 3.6	2,140 2.8	3,280 4.3									10,680 14.0			
ABC TV		KIDS ARE PEOPLE TOO!!! (OP)	ANIMALS, ANIMALS (OP)	ISSUES AND ANSWERS	DIRECTIONS (SUS)								ABC SUNDAY AFTERNOON BSBL MONTREAL VS PITTSBURGH & NEW YORK YANKEES VS BALTIMORE (2:00-4:45PM)			
AVERAGE AUDIENCE (Households (000) & %)		2,060 2.7	1,680 2.2	2,590 3.4									4,040 5.3	3.9*		4.9*
SHARE OF AUDIENCE %		14	10	15									16	13 *		15 *
AVG. AUD. BY ¼ HR. %		2.9	2.5	2.2	2.3	3.5	3.3						3.7	4.0	5.0	4.8
TOTAL AUDIENCE (Households (000) & %)			3,130 4.1						15,180 19.9							
CBS TV			FACE THE NATION						NFL PRE-SEASON FTBL-CBS NEW ORLEANS VS HOUSTON (1:00-4:10PM)							
AVERAGE AUDIENCE (Households (000) & %)			2,590 3.4					6,790 8.9	6.9*		8.8*		9.6*			9.0*
SHARE OF AUDIENCE %			17					29	28 *		32 *		32 *			28 *
AVG. AUD. BY ¼ HR. %			3.2	3.5				6.3	7.6	8.5	9.2		9.2	10.0	8.9	9.1
TOTAL AUDIENCE (Households (000) & %)								4,120 5.4								
NBC TV								MEET THE PRESS	RELIGIOUS SERIES (SUS)							
AVERAGE AUDIENCE (Households (000) & %)								3,430 4.5								
SHARE OF AUDIENCE %								21								
AVG. AUD. BY ¼ HR. %								4.4	4.7							

TOTAL AUDIENCE (Households (000) & %)		2,140 2.8	1,830 2.4	2,820 3.7				16,180 21.2								
ABC TV		KIDS ARE PEOPLE TOO!!! (OP)	ANIMALS, ANIMALS (OP)	ISSUES AND ANSWERS									NFL PRE-SEASON FTBL-ABC PHILADELPHIA VS NEW ENGLAND (12:30-3:50PM)			
AVERAGE AUDIENCE (Households (000) & %)		1,830 2.4	1,450 1.9	2,290 3.0				7,020 9.2	6.2*		8.5*		8.8*		8.8*	10.2*
SHARE OF AUDIENCE %		13	9	13				34	28 *		34 *		33 *		33 *	35 *
AVG. AUD. BY ¼ HR. %		2.5	2.3	2.8	3.2			5.3	7.1		8.1	8.8	8.7	8.9	9.0	9.9
TOTAL AUDIENCE (Households (000) & %)			3,200 4.2								5,800 7.6				4,040 5.3	
CBS TV			FACE THE NATION								NFL 1980: A PREVIEW		ATP PRO TENNIS CHAMP. (2:00-3:50PM)			
AVERAGE AUDIENCE (Households (000) & %)			2,440 3.2							3,200 4.2	3.8*		4.7*		1,530 2.0	2.1*
SHARE OF AUDIENCE %			16							16	15 *		18 *		7	7 *
AVG. AUD. BY ¼ HR. %			3.3	3.2						3.7	3.8	4.7	4.7		2.4	2.2
TOTAL AUDIENCE (Households (000) & %)								2,900 3.8								
NBC TV								MEET THE PRESS	RELIGIOUS SERIES (SUS)							
AVERAGE AUDIENCE (Households (000) & %)								2,520 3.3								
SHARE OF AUDIENCE %								15								
AVG. AUD. BY ¼ HR. %								3.4	3.1							

TV HOUSEHOLDS USING TV	WK. 1	19.0	19.4	19.7	21.2	21.6	22.1	23.1	23.7	24.2	25.8	27.4	29.4	29.9	31.7	32.8	33.6
(See Def. 1)	WK. 2	18.4	19.6	21.2	21.3	21.2	22.1	23.1	24.8	25.8	27.2	28.3	28.6	28.5	29.1	29.3	30.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 24, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 17, 1980

TIME 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

ABC SUNDAY AFTERNOON BSBL MONTREAL VS PITTSBURGH & NEW YORK YANKEES VS BALTIMORE (SUS)(OP)(2:00-4:00PM)															
NFL PRE-SEASON FTBL-CBS NEW ORLEANS VS HOUSTON (-OP)(1:00-4:00PM)															
WESTCHESTER CLASSIC-SUN (4:10-5:00PM)															
SPORTSWORLD															
ABC SUNDAY AFTERNOON BSBL BALTIMORE VS OAKLAND LOS ANGELES VS NEW YORK METS (3:58-6:12PM)(-OP)															
ATP PRO TENNIS CHAMP. (2:00-3:50PM) (SUS)(OP)															
WORLD SERIES OF GOLF-SUN															
SPORTSWORLD															

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

NFL PRE-SEASON FTBL-ABC PHILADELPHIA VS NEW ENGLAND(-OP) (12:30-3:58PM)															
ABC SUNDAY AFTERNOON BSBL BALTIMORE VS OAKLAND LOS ANGELES VS NEW YORK METS (3:58-6:12PM)(-OP)															
ATP PRO TENNIS CHAMP. (2:00-3:50PM) (SUS)(OP)															
WORLD SERIES OF GOLF-SUN															
SPORTSWORLD															

TV HOUSEHOLDS USING TV

(See Def. 1)

WK. 1	33.6	33.2	34.0	34.8	34.7	34.4	34.5	35.2	35.9	37.1	37.2	38.0	39.4	39.9	40.3	41.1
WK. 2	31.4	31.6	32.3	32.8	32.5	32.0	33.5	33.6	33.9	35.0	35.1	36.1	38.5	39.9	39.5	40.3

U.S. TV Households: 76,300,000

(1) ABC SUN AFTERNOON BSBL(B), LOS ANGELES VS NEW YORK METS, ABC, (6:12-6:42PM)

For explanation of symbols, See page A.

DAY SUN. AUG. 24, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ABC WORLD NEWS TONIGHT	1	>	-GRID 7.00 7.15	8,160	10.7	6,710	8.8	21	6.6 6.1								
ABC 20/20-MON(S)	1	8.30- 9.34PM	-GRID 9.30	12,360	16.2	8,010	10.5	20	10.5								
ABC DEMOC. CONV. MON 9.34PM(S)	1	9.34-11.45PM	-GRID 11.00 11.15 11.30	17,010	22.3	6,710	8.8	17	8.4 7.6 6.7								
NBC DECIS'80 DEM CON-MON-700P(S)	1	7.00-12.01AM	-GRID 11.00 11.15 11.30 11.45 12.00	22,740	29.8	6,940	9.1	19	9.2 8.9 8.5 7.1 6.7								
EVENING TUESDAY																	
ABC 20/20-TUE-1(S)	1	8.00- 8.27PM	-GRID 8.15	9,310	12.2	7,630	10.0	24	10.3								
ABC DEMOC. CONV. TUE 8.27PM(S)	1	8.27- 9.49PM	-GRID	11,900	15.6	6,490	8.5	17									

ABC 20/20-TUE-2(S)	1	9.49-10.22PM	9.45 -GRID 10.15	9,230	12.1	7,100	9.3	18	8.2 9.7						
ABC DEMOC. CONV. TUE 10.22PM(S)	1	10.22-11.12PM	-GRID 11.00	9,770	12.8	5,800	7.6	15	7.9						
CBS CAMPAIGN '80-TUE-7.30PM(S)	1	7.30-11.34PM	-GRID 11.00 11.15 11.30	19,150	25.1	6,030	7.9	17	7.0 6.3 6.7						
NBC DECIS'80 DEM CON-TU-11PM(SUS)	1	11.00-11.30PM	11.00												
EVENING WEDNESDAY															
ABC 20/20-WED(S)	1	8.00- 9.14PM	-GRID 9.00	12,670	16.6	7,710	10.1	22	9.3						
ABC DEMOC. CONV. WED 10.56PM(SUS)	1	10.56-11.01PM	10.45												
CBS CAMPAIGN '80-WED-8.00PM(S)	1	8.00- 1.00AM	-GRID 11.00 11.15 11.30 11.45 12.00 12.15 12.30 12.45	22,430	29.4	6,790	8.9	20	9.8 8.6 8.9 9.2 9.6 7.3 5.5 4.9						
CBS ED CLARK FOR PRESIDENT(S)	2	9.54-10.00PM	9.45												
NBC DECIS'80 DEM CON-WED-730P(S) CONT'D	1	7.30- 1.00AM	-GRID	21,900	28.7	6,710	8.8	20							
										6,870	9.0	5,040	6.6	12	6.6

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING WEDNESDAY-CONT'D																	
NBC DECIS'80 DEM CON-WED-730P(S)-CONT'D																	
			11.00						9.7								
			11.15					9.1*	19*	8.5							
			11.30							8.8							
			11.45					9.1*	22*	9.3							
			12.00							10.2							
			12.15					9.7*	27*	9.3							
			12.30							7.7							
			12.45					6.7*	24*	5.8							
EVENING THURSDAY																	
ABC DEMOC. CONV. THUR 9.00(S)																	
	1	9.00-11.51PM	-GRID	15,720	20.6	7,020	9.2	18									
			11.00							10.3							
			11.15					10.1*	20*	9.8							
			11.30							10.0							
			11.45					9.6*	21*	8.6							
CBS CAMPAIGN '80-THU-8.00PM(S)																	
	1	8.00-12.36AM	-GRID	20,370	26.7	7,100	9.3	20									
			11.00							10.2							
			11.15					10.2*	20*	10.2							
			11.30							10.4							
			11.45					9.7*	22*	9.0							

			12.00						7.4					
			12.15					7.0*	20*	6.6				
			12.30							5.6				
NBC DECIS'80 DEM CON-THU-730P(S)														
	1	7.30-12.22AM	-GRID	21,290	27.9	7,400	9.7	21		13.2				
			11.00							12.8				
			11.15					13.0*	26*	12.7				
			11.30							9.9				
			11.45					11.3*	25*	8.8				
			12.00							7.0				
			12.15					8.2*	23*	8.0				
EVENING FRIDAY														
ABC NFL PRE-SEASON FTBL-ABC(S)														
	1	9.00-12.02AM	-GRID	17,630	23.1	8,320	10.9	23		10.6				
			11.00							10.6				
			11.15					10.6*	23*	10.5				
			11.30							10.1				
			11.45					10.3*	27*	9.8				
			12.00							13.3				
CBS NEWSBREAK-M-F														
	1	8.58- 8.59PM	8.45	10,150	13.3	10,150	13.3	29		9.8				
NBC NBC NEWS UPDATE-M-F														
	1	8.58- 8.59PM	8.45	7,480	9.8	7,480	9.8	22						
EVENING SATURDAY														
ABC ABC NEWSBRIEF-SAT.														
		9.58- 9.59PM	9.45	12,820	16.8	12,820	16.8	33		16.8				
ABC ABC WEEKEND REPORT-SAT.														
		11.00-11.15PM	11.00	6,710	8.8	6,490	8.5	19		8.5				
CBS NEWSBREAK-SAT.														
		8.58- 8.59PM	8.45	8,850	11.6	8,850	11.6	25		11.6				
CBS ED CLARK FOR PRESIDENT(S)														
	1	10.54-11.00PM	10.45	9,000	11.8	7,550	9.9	20		9.9				
NBC NBC NEWS UPDATE-SAT.														
	1	8.57- 8.58PM	8.45	6,260	8.2	6,260	8.2	18		8.2				
CONT'D														

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING SATURDAY-CONT'D															
NBC NBC NEWS UPDATE-SAT.-CONT'D	2	8.58- 8.59PM	8.45							5,420	7.1	5,420	7.1	16	7.1
NBC NFL PRE-SEASON FTBL-NBC(S)	2	9.00-12.10AM	-GRID							21,590	28.3	10,000	13.1	27	
			11.00												12.6
			11.15											12.5*	26*
			11.30												12.4
			11.45											13.8*	32*
			12.00												13.9
			12.15												13.7
			12.30												12.1
NBC SATURDAY NIGHT	1	11.30-12.47AM	11.30	11,060	14.5	6,490	8.5	27	8.9						
			11.45												
			12.00												
			12.15												
	2	12.40- 2.01AM	12.30							10,000	13.1	5,800	7.6	34	8.6
			12.45											8.5*	31*
			1.00												7.8
			1.15											7.8*	33*
			1.30												7.2
			1.45											7.0*	38*
			2.00												6.8
															6.2

EVENING SUNDAY

ABC ABC NEWSBRIEF-SUN.

ABC MOVIE FILL-1(SUS)

ABC MOVIE FILL-2(SUS)

CBS NEWSBREAK-SUN.

NBC NBC NEWS UPDATE-SUN.

NBC NBC LATE NIGHT MOVIE

ABC ABC NEWSBRIEF-M-F

ABC DEMOC. CONV. TUE. 11.12PM(SUS)

ABC DEMOC. CONV. WED 11.31PM(S)

ABC DEMOC. CONV. THU 11.31PM(S)

ABC DEMOC. CONV. FRI 11.31PM(S)

ABC DEMOC. CONV. SAT 11.31PM(S)

ABC DEMOC. CONV. SUN 11.31PM(S)

ABC DEMOC. CONV. MON 11.31PM(S)

ABC DEMOC. CONV. TUE 11.31PM(S)

ABC DEMOC. CONV. WED 11.31PM(S)

ABC DEMOC. CONV. THU 11.31PM(S)

ABC DEMOC. CONV. FRI 11.31PM(S)

ABC DEMOC. CONV. SAT 11.31PM(S)

ABC DEMOC. CONV. SUN 11.31PM(S)

ABC DEMOC. CONV. MON 11.31PM(S)

ABC DEMOC. CONV. TUE 11.31PM(S)

ABC DEMOC. CONV. WED 11.31PM(S)

ABC DEMOC. CONV. THU 11.31PM(S)

ABC DEMOC. CONV. FRI 11.31PM(S)

ABC DEMOC. CONV. SAT 11.31PM(S)

ABC DEMOC. CONV. SUN 11.31PM(S)

8,240 10.8 8,240 10.8 20 10.8

10,300 13.5 10,300 13.5 25 13.5

11,900 15.6 11,900 15.6 29 15.6

3,660 4.8 2,060 2.7 12 2.3

2,3* 11* 2.3

2.2* 14* 2.2

2.3

7,400 9.7 7,250 9.5 20 9.8

9.5 WED.

9.7 MON.

8.9 TUE.

TUE.

6.7 WED.

5.4 WED.

4.9 WED.

4.6* 13* 4.2 WED.

3.4 WED.

3.4 WED.

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3.4 WED.

14,800 19.4 14,800 19.4 36 19.4

10,680 14.0 10,680 14.0 26 14.0

8,320 10.9 8,320 10.9 20 10.9

3,510 4.6 1,680 2.2 10 1.8

2.0* 11* 1.8

1.8* 13* 1.7

1.6

10,760 14.1 10,760 14.1 26 12.6 M-F

15.1 TU-TH

15.1 TU-TH

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D ABC FRIDAYS	2	11.30-12.42AM	11.30 11.45 12.00 12.15 12.30									8,850	11.6	5,490	7.2	21	7.8	FRI.	
																7.7*	21*	7.7	FRI.
																7.0*	22*	7.2	FRI.
																		6.8	FRI.
																		6.4	FRI.
ABC ABC NEWS:NIGHTLINE M-TH	1	>	11.45 12.00 12.15 12.30 12.45 1.00	4,500	5.9	3,890	5.1	20	6.9	MTUTH									
									6.6	M & TU									
									5.0	M & TU									
									4.7	M & TH									
									4.2	M & TH									
									3.6	THU.									
ABC BARNEY MILLER-11.30	2	11.50-12.25AM	11.45 12.00 12.15									5,420	7.1	4,270	5.6	20	5.6	MON.	
																	5.6*	21*	5.6
																			5.7
ABC CHARLIE'S ANGELS-11.30	2	11.52- 1.00AM	11.45 12.00 12.15 12.30 12.45									5,880	7.7	4,040	5.3	22	4.6	THU.	
																	5.3	THU.	
																	5.4*	21*	5.5
																			5.5
																	5.3*	26*	5.2
ABC DEMOC. CONV. THU 11.51PM(SUS)	1	11.51-12.13AM	11.45							THU.									

ABC LOVE BOAT-11.30	2	11.50-12.59AM	11.45 12.00 12.15 12.30 12.45									6,560	8.6	4,350	5.7	23	5.4	WED.	
																	5.6*	21*	5.6
																	5.8*	27*	6.0
																			5.6
																	5.8*	27*	5.6
ABC SOAP-11.30	2	11.51-12.59AM	11.45 12.00 12.15 12.30 12.45									5,420	7.1	3,740	4.9	21	4.8	TUE.	
																	5.2*	20*	5.1
																			5.3
																	4.5*	23*	4.9
																			4.1
ABC PRE SEASON FOOTBALL FILL(SUS)	1	12.02-12.17AM	12.00							FRI.									
ABC TUESDAY MOVIE OF THE WEEK	1	12.11- 1.47AM	12.00 12.15 12.30 12.45	5,650	7.4	2,590	3.4	17	4.9	TUE.									
									3.8	TUE.									
									3.7	TUE.									
									3.8*	17*									
									3.9	TUE.									
									3.0	TUE.									
									2.6	TUE.									
									2.8	TUE.									
									2.6	TUE.									
ABC BARNEY MILLER-12.25	2	12.25-12.43AM	12.15 12.30									3,430	4.5	3,280	4.3	19	4.6	MON.	
																	4.2	MON.	
ABC DEMOC. CONV. WED 12.41AM(SUS)	1	12.41- 1.01AM	12.30									4,120	5.4	3,280	4.3	29	3.7	WED.	
ABC BARETTA-WED.	2	12.59- 1.42AM	12.45 1.00 1.15 1.30														4.3*	28*	4.2
																			4.4
																			4.3
ABC BARETTA-THU. CONT'D	2	1.00- 1.48AM	1.00									3,660	4.8	2,820	3.7	24	4.1	THU.	

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			1.15																
ABC BARETTA-THU.-CONT'D			1.30																
			1.45																
CBS NEWSBREAK-M-F	2	>	8.45									8,550	11.2	8,550	11.2	22	11.2	M-F	
CBS LATE MOVIE I	1	>	11.30	5,340	7.0	3,280	4.3	18	6.2	MTUF		6,940	9.1	4,350	5.7	19		M-F	
	2	>	-GRID																
			11.45						5.8*	17*									
			12.00						4.7	TU & F									
			12.15						4.4	TU & F									
			12.30						4.3	MTUF									
			12.45						3.8	MTUF									
			1.00						3.9*	18*									
			1.15						3.5	M & TU									
			1.30						3.7*	24*									
			1.45						3.7	MON.									
CBS LATE MOVIE II	1	12.43-	1.26AM	4,120	5.4	3,360	4.4	21	4.8	FRI.									
			12.45						4.6	FRI.									
			1.00						4.5	FRI.									
			1.15						4.3*	23*									
NBC NBC NEWS UPDATE-M-F	2	>	8.45									9,000	11.8	8,770	11.5	22	11.5	M-F	
			9.00														11.1	M & TH	

NBC DECIS'80 DEM CON-TU-1130P(S)	1	11.30-12.00MD	11.30	7,630	10.0	5,950	7.8	21	7.9	TUE.									
			11.45						7.7	TUE.									
NBC TONIGHT SHOW	1	>	11.30	8,770	11.5	5,040	6.6	25	7.5	TU & F									
			11.45						6.8	FRI.									
			12.00						7.2*	21*									
			12.15						6.8*	24*									
			12.30						6.6	TU & F									
			12.45						6.4	TU & F									
			1.00						6.2	TU & F									
			1.15						5.8	TUE.									
			1.30						5.0	TUE.									
NBC TOMORROW SHOW	1	>	12.30	3,510	4.6	2,520	3.3	20	4.7	M-TH									
			12.45						4.3	M & TH									
			1.00						3.8	M & TH									
			1.15						3.6	M & TH									
			1.30						3.1	TU-TH									
			1.45						2.8	TU-TH									
			2.00						2.4	TU & W									
			2.15						2.2	TU & W									
			2.30						3.7	FRI.									
NBC MIDNIGHT SPECIAL	5	1.00-2.30AM	1.00	4,730	6.2	2,670	3.5	22	3.7	FRI.		5,720	7.5	3,130	4.1	25	4.6	FRI.	
			1.15						3.7	FRI.							4.6*	24*	4.7
			1.30						3.7	FRI.							4.8	FRI.	
			1.45						3.7	FRI.							4.3*	27*	3.9
			2.00						3.6*	23*							3.5	FRI.	
			2.15						3.3	FRI.							3.1	FRI.	
			2.30						3.1*	25*							3.3*	25*	
NBC TOMORROW SHOW	2	>	-GRID						3.0	FRI.		2,900	3.8	2,290	3.0	21	2.7*	24*	M-TH
			1.45																

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY																			
ABC ABC SPECIAL REPORT-1(SUS)	2	10.04-10.39AM	10.00															THU.	
ABC ABC SPECIAL REPORT-2(SUS)	2	12.26-12.44PM	12.15															THU.	
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45															M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,400	9.7	7,100	9.3	31	9.3	M-F		7,630	10.0	7,400	9.7	33	9.7	M-F	
ABC ED CLARK FOR PRES. COMM(S)	2	2.54- 3.00PM	2.45									8,930	11.7	8,160	10.7	33	10.7	WED.	
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45															M-F	
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45															M-F	
ABC DEMOC. CONV. MON 4.00PM(S)	1	4.00- 4.30PM	4.00	5,650	7.4	4,200	5.5	19	6.3	MON.									
			4.15						4.6	MON.									
ABC ABC SPECIAL REPORT(SUS)	1	5.00- 5.10PM	5.00							MON.									
ABC DEMOC. CONV. MON 6.30PM(SUS)	1	6.30- 6.52PM	6.30							MON.									
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F								M-F	
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F								M-F	
CBS CARTER'S ARRIVAL(SUS)	1	9.29- 9.50AM	9.15							WED.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,950	7.8	5,650	7.4	27	7.4	M-F		4,880	6.4	4,810	6.3	25	6.3	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,580	6.0	4,430	5.8	19	5.8	M-F		4,810	6.3	4,500	5.9	19	5.9	M-F	
CBS CAMPAIGN '80-TUE-4.00PM(S)	1	4.00- 4.30PM	4.00	3,200	4.2	2,520	3.3	12	3.3	TUE.									

CBS DEM CONVENTION OPENING(S)	1	4.00- 4.30PM	4.15	4,430	5.8	3,050	4.0	14	3.2	TUE.									
			4.00						4.4	MON.									
			4.15						3.7	MON.									
CBS JOEY AND REDHAWK PT I(S)	2	4.00- 4.30PM	4.00									6,030	7.9	4,650	6.1	20	5.7	MON.	
			4.15														6.4	MON.	
CBS JOEY AND REDHAWK PT II(S)	2	4.00- 4.30PM	4.00									4,650	6.1	4,040	5.3	18	5.0	TUE.	
			4.15														5.6	TUE.	
CBS JOEY AND REDHAWK PT III(S)	2	4.00- 4.30PM	4.00									4,730	6.2	3,970	5.2	18	4.9	WED.	
			4.15														5.6	WED.	
CBS JOEY AND REDHAWK PT IV(S)	2	4.00- 4.30PM	4.00									3,740	4.9	3,280	4.3	16	4.1	THU.	
			4.15														4.5	THU.	
CBS JOEY AND REDHAWK PT V(S)	2	4.00- 4.30PM	4.00									4,730	6.2	3,970	5.2	19	5.2	FRI.	
			4.15														5.2	FRI.	
CBS CAMPAIGN '80-MON-6.30PM(S)	1	6.30-12.00MD	6.30	25,940	34.0	6,940	9.1	19	9.7	MON.									
			6.45						9.7*	MON.									
			7.00						9.0	MON.									
			7.15						8.9*	MON.									
			7.30						9.5	MON.									
			7.45						10.0	MON.									
			8.00						10.5	MON.									
			8.15						9.4	MON.									
			8.30						8.6	MON.									
			8.45						9.2	MON.									
			9.00						9.9	MON.									
			9.15						9.4	MON.									
			9.30						9.4	MON.									
			9.45						8.8	MON.									

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%
DAY MONDAY-FRIDAY-CONT'D													
CBS CAMPAIGN '80-MON-6.30PM(S)-CONT'D			10.00					9.5	MON.				
			10.15			9.6*	18*	9.6	MON.				
			10.30					10.3	MON.				
			10.45			9.9*	20*	9.4	MON.				
			11.00					8.5	MON.				
			11.15			8.1*	17*	7.8	MON.				
			11.30					7.0	MON.				
			11.45			6.6*	16*	6.2	MON.				
NBC TODAY SHOW-8.30AM-WED(B)	1	8.30- 9.00AM	8.30	2,820	3.7	2,370	3.1	3.0	WED.				
			8.45					3.1	WED.				
NBC DECISION '80 DEM CONV-WE(SUS)	1	9.30-10.00AM	9.30						WED.				
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45						M-F				
NBC ANOTHER WORLD(B)	1	2.00- 3.00PM	2.00	4,580	6.0	3,660	4.8	16	MON.				
			2.15				4.9*	16*	MON.				
			2.30					5.0	MON.				
			2.45				4.7*	15*	MON.				
NBC DECIS'80 DEM CON-TU-400P(S)	1	4.00- 5.00PM	4.00	4,730	6.2	2,670	3.5	12	TUE.				
			4.15				3.0*	11*	TUE.				
			4.30					4.1	TUE.				

NBC DECIS'80 DEM CON-WED-400P(S)	1	4.00- 4.30PM	4.45 4.00 4.15	3,510	4.6	2,900	3.9* 13* 3.8 13	3.8 3.7 3.9	TUE. WED. WED.							
NBC DECIS'80 DEM CONV OPEN-MO(S)	1	4.00- 6.00PM	4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45	8,700	11.4	3,660	4.8 14 4.0* 14* 4.6* 14* 5.1* 15* 5.3* 14*	3.9 4.1 4.5 4.7 5.0 5.3 5.6 5.1	MON. MON. MON. MON. MON. MON. MON. MON.							
DAY SATURDAY																
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	2,290	3.0	2,140	2.8 23	2.8			2,210	2.9	1,910	2.5	23	2.5
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	3,360	4.4	3,130	4.1 20	4.1			4,270	5.6	3,890	5.1	27	5.1
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	5,490	7.2	5,190	6.8 29	6.8			5,650	7.4	5,190	6.8	33	6.8
ABC SCHOOLHOUSE ROCK-11.26AM		11.56-11.59AM	11.45	4,580	6.0	4,200	5.5 22	5.5			3,740	4.9	3,660	4.8	23	4.8
ABC DEAR ALEX & ANNIE-11.56AM		6.30- 7.00AM	6.30								1,750	2.3	1,750	2.3	25	2.3
CBS SUMMER SEMESTER SAT(SUS)		8.26- 8.29AM	8.15	2,140	2.8	2,060	2.7 28	2.7			3,050	4.0	2,900	3.8	31	3.8
CBS IN THE NEWS- 8.26AM		8.56- 8.59AM	8.45	3,280	4.3	3,050	4.0 30	4.0			4,880	6.4	4,730	6.2	43	6.2
CBS IN THE NEWS- 8.56AM		9.26- 9.29AM	9.15	4,350	5.7	4,270	5.6 34	5.6			6,640	8.7	6,180	8.1	44	8.3
CBS IN THE NEWS- 9.26AM		9.59-10.02AM	9.45	6,560	8.6	6,180	8.1 41	8.1								8.0
CBS IN THE NEWS- 9.59AM		10.00	10.00					8.2								
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,880	6.4	4,580	6.0 26	6.0			3,740	4.9	3,430	4.5	23	4.5
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,650	6.1	4,040	5.3 23	5.3			3,890	5.1	3,280	4.3	21	4.3

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,580	6.0	4,350	5.7	23	5.7		4,880	6.4	4,350	5.7	27	5.7	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,820	5.0	3,590	4.7	19	4.7		4,120	5.4	3,890	5.1	22	5.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,730	6.2	4,500	5.9	25	5.9		4,810	6.3	4,580	6.0	25	6.0	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	5,260	6.9	4,730	6.2	25	6.2		4,650	6.1	4,350	5.7	23	5.7	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,370	3.1	2,290	3.0	24	3.0		1,680	2.2	1,600	2.1	19	2.1	
NBC TIME OUT-9:45AM		9.45- 9.47AM	9.45	3,590	4.7	3,510	4.6	25	4.6		2,370	3.1	2,290	3.0	17	3.0	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,430	5.8	3,970	5.2	26	5.2		2,520	3.3	2,440	3.2	17	3.2	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	5,190	6.8	4,810	6.3	28	6.3		3,890	5.1	3,820	5.0	26	5.0	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	4,350	5.7	4,270	5.6	24	5.6		3,510	4.6	3,280	4.3	21	4.3	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	4,880	6.4	4,730	6.2	25	6.2		3,660	4.8	3,430	4.5	21	4.5	
NBC NBC MAJOR LEAGUE PRE GAME	1	4.00- 4.20PM	-GRID	7,480	9.8	6,560	8.6	29			6,870	9.0	5,800	7.6	28		
	2	4.00- 4.21PM	-GRID						8.6							8.2	
			4.15														
NBC NBC SPORTS FILL-2(SUS)	1	6.32- 7.00PM	6.30														
NBC NBC SPORTS FILL-1(SUS)	1	6.53- 7.00PM	6.45														

DAY SUNDAY

ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,140	2.8	2,060	2.7	14	2.7		1,910	2.5	1,750	2.3	12	2.3	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,210	2.9	1,750	2.3	10	2.3		1,980	2.6	1,830	2.4	11	2.4	
ABC NFL PRE-SEASON FTBL-ABC(S)	2	12.30- 3.58PM	-GRID								16,180	21.2	7,020	9.2	34	10.9*	34*
			3.45												25	9.7	
ABC ABC SUNDAY AFTERNOON BSBL	2	3.58- 6.12PM	-GRID								13,660	17.9	6,490	8.5			
			6.00														
ABC SUN BASEBALL FILL-1(SUS)	1	4.44- 5.00PM	4.30								3,890	5.1	3,200	4.2	11		
ABC SUN BASEBALL FILL-2(SUS)	1	4.48- 5.00PM	4.45													4.0	
ABC ABC SUN AFTERNOON BSBL(B)	2	6.12- 6.42PM	-GRID								530	.7	460	.6	9	.6	
			6.30								920	1.2	920	1.2	12	1.2	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15		<<		<<										
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	460	.6	460	.6	7	.6								
CBS NFL PRE-SEASON FTBL-CBS(S)	1	1.00- 4.10PM	-GRID	15,180	19.9	6,790	8.9	29	9.7								
			4.00														
CBS WORLD SERIES-GOLF BONUS(SUS)	2	3.50- 4.00PM	3.45														